

Rouzbeh Beikpour

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Work Authorization: Permanent Resident (Green Card) – Fully authorized to work in the U.S. without sponsorship

Professional Summary

Innovative IT Manager and Digital Strategist with over 8 years of experience in IT infrastructure, cybersecurity, cloud solutions, and digital marketing. Proven expertise in driving digital transformation, delivering scalable solutions, and enhancing operational excellence. Notable achievements include a 25% reduction in downtime, 30% productivity improvement through automation, and a 40% increase in ROI for key projects. Fluent in English, Italian, and Persian, with limited working proficiency in Turkish, offering a versatile skill set for global initiatives.

Professional Experience

Founder | Roulium

December 2015 – Present | Italy & USA

- Delivered web development, app development, and IT solutions to over 50 global clients, achieving a 45% increase in annual revenue.
- Designed and deployed a proprietary e-commerce platform, reducing client development costs by 30%.
- Spearheaded cloud migrations, saving clients an average of 20% in infrastructure costs.
- Collaborated with Forbes Italy on high-profile projects, enhancing brand visibility and user engagement.
- Developed innovative digital strategies, resulting in a 25% boost in e-commerce transactions and significant audience growth.

Head of IT | Altus Realty

June 2022 – Present | Florence, Italy; Global Operations

- Designed and managed scalable IT infrastructures, ensuring 98% uptime and secure operations for global teams.
- Administered Microsoft 365 accounts, Intune, and other enterprise systems, supporting over 200 employees.
- Automated provisioning workflows and enhanced user access controls, aligning with GDPR and SOX compliance.
- Provided Tier II support for AV and IT equipment, achieving high functionality and user satisfaction.
- Directed IT documentation initiatives, improving knowledge-sharing and issue resolution.

Executive Director | Malibu Hair Extensions

September 2023 – Present | Malibu, CA, USA

- Directed the redesign and optimization of the company website, enhancing UI/UX and increasing online sales by 30% within six months.
- Formulated and implemented data-driven sales strategies, achieving a 20% increase in customer retention and revenue growth.
- Produced and supervised the creation of high-quality photo and video content, ensuring alignment with the brand's vision and target audience.
- Leveraged advanced analytics tools to uncover insights, leading to a 25% improvement in business performance and customer satisfaction.

E-commerce & Digital Marketing Manager | Giraudi Cioccolato Artigianale dal 1907

November 2022 – December 2024 | Piedmont, Italy

- Redesigned website pages to enhance user experience, increasing user engagement by 25%.
- Streamlined e-commerce operations, achieving a 20% boost in online sales.
- Implemented robust cybersecurity measures, reducing vulnerabilities by 40%.

IT Support Specialist | Association Tannaz Lahiji APS

January 2017 – April 2022 | Florence, Italy

- Migrated legacy systems to cloud platforms, improving reliability and reducing costs.
- Standardized IT configurations, cutting setup times by 30%.
- Achieved a 95% first-contact resolution rate for technical issues.

Certifications

- **Career Essentials in Generative AI:** Microsoft and LinkedIn – Microsoft Certificate of Completion
- **Machine Learning Specialization:** Stanford Online – Coursera (G65EGSTZCX9X)
- **Data Analysis:** Microsoft and LinkedIn – Microsoft Certificate of Completion
- **AWS Fundamentals Specialization:** Amazon Web Services – Coursera (LFJ3TL22NAZH)
- **Google Data Analytics Specialization:** Google – Coursera (A5U5XGWHB9W9)
- **Google IT Support Specialization:** Google – Coursera (THHKTVCJJDLL)
- **Python Specialization:** University of Michigan – Coursera (AS66VRY7JX5G)
- **UI/UX Design Specialization:** California Institute of the Arts – Coursera (U82A8S2TJURR)
- **Management of International Development:** Università Bocconi – Coursera (3AUVXTJDEX32)
- **System Administration and IT Infrastructure Services:** Google – Coursera (EHCDL7N2JCC4)

Technical Skills

- **IT Platforms:** Microsoft 365 (Teams, SharePoint, OneDrive, Intune), Azure AD, AWS, Active Directory
- **Operating Systems:** Windows 10/11, MacOS, iOS/Android
- **Networking:** LAN/WAN management, VPN configurations, network troubleshooting
- **Programming & Automation:** Python, Xcode, IT asset management, task automation
- **Cloud Computing:** Microsoft Azure, AWS cloud solutions, cloud migrations
- **Hardware & Support:** Troubleshooting laptops, desktops, mobile devices, AV systems (e.g., Teams Rooms, Crestron)
- **Cybersecurity:** Endpoint security, threat detection, GDPR compliance, SOX IT controls
- **Project Management:** Agile, Scrum, Jira, cross-functional collaboration
- **Web Development:** HTML, CSS, JavaScript, WordPress, CMS integration
- **Digital Marketing:** Google Ads, SEO, PPC, email campaigns, social media management
- **E-commerce Optimization:** UX design, conversion rate optimization, analytics integration
- **Data Analysis:** Google Analytics, campaign tracking, customer behavior analysis
- **Languages:** Fluent in English, Italian, Persian

Education

- **High School Diploma | Amir Kabir – 2010**
- **Continuing Education |** Multiple certifications in IT, cloud solutions, and marketing via Coursera